

INDIANA STATE FAIRGROUNDS

1202 EAST 38TH STREET
INDIANAPOLIS, INDIANA 46205
(317) 927-7500
WWW.INDIANASTATEFAIR.COM

What the Indiana State Fairgrounds Can Do For You...

At the Indiana State Fairgrounds, we know that we can't be successful if your event isn't successful. That's why we have several opportunities available to provide additional operational, marketing and promotional support for your show.

HOW CAN WE HELP YOU?

Your event is already included in the following:

- Listing on www.indianastatefair.com
- Listing on Fairgrounds' schedule e-mail blast sent to more than 11,000 people and mailed to more than 4,900 households each month
- Listing on the Fairgrounds' 38th Street electronic scrolling message sign (updated weekly)
- Inclusion on weekly event calendar e-mailed to 200 Central Indiana media outlets week of your event
- Professional directional signs located on the Fairgrounds during your event

Other Free Support Opportunities Available Upon Request (limited space available):

- **Weekly Show Discount E-mail Blast** - If you have a special promotion/discount for your show, we can include it in our discount e-mail blast to more than 11,000 people the week of your event.
- **Blue Ribbon Blog** - Have something really unique about your event you want to share? We can include it in our Fairgrounds' blog, <http://instatefair.blogspot.com>. We can focus on one or two special aspects of your event - something that goes beyond your typical advertising messages.
- **Fairgrounds' Twitter account & Facebook page** - Provide us with event trivia and tickets and we will do ticket giveaway contest to our more than 6,500 Facebook fans and 2,000 Twitter followers the week of your event.
- **Fairgrounds' Website Home Page Rotation** - Visitors can view photos/footage of your event with a link to your website for ticket/show info.
- **Assistance** with media relations
- **Media reports** including preview clips of any television coverage, e-mailed directly to you. You can also order video clips of the coverage (no monitoring cost; just clip cost passed on).

Additional Paid Support Available (limited space available):

- **38th Street/Monon Trail and Fall Creek Parkway Static Message Signs** - List your event and a short promo message on one or all of these permanent signs the week of your event.
- **Signage** - State of the art sign shop equipment is available in the Indiana State Fairgrounds Sign Shop to help produce any professionally designed signage you need. Estimates available upon request.
- **On site Graphic Artist** - Available to provide assistance in developing brochures, posters and printing for quantities less than 1,000. Estimates available upon request.

To learn more about these opportunities, contact Michelle Leavell at (317) 927-7530 or mleavell@indianastatefair.com.

